

FLOWSPARK

**Bharat
Mobility**
GLOBAL EXPO 2025

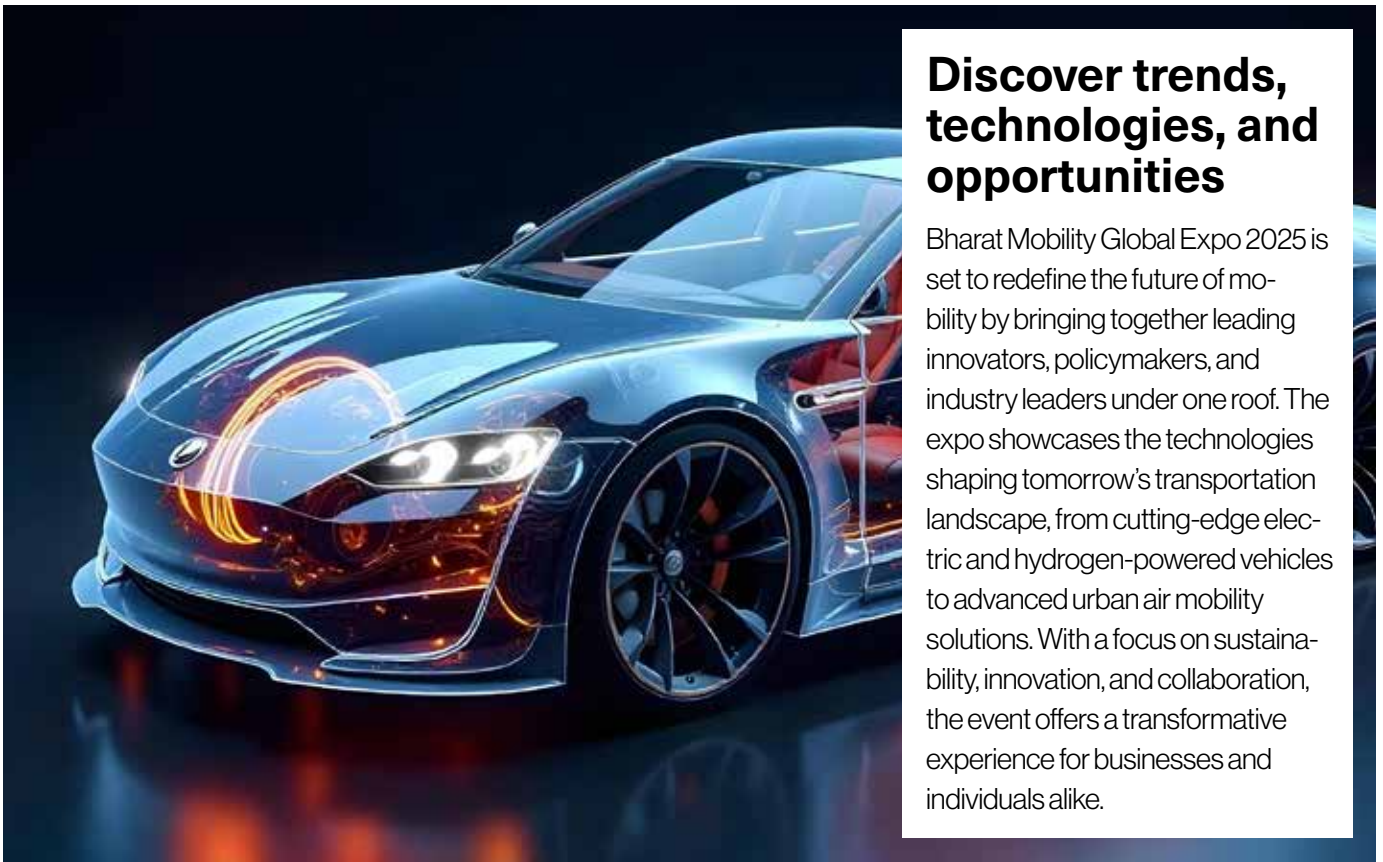
Beyond Boundaries: Co-creating
Future Automotive Value Chain

17 – 22 January 2025

- Bharat Mandapam, New Delhi
- Yashobhoomi, Dwarka, Delhi
- India Expo Center & Mart, Greater Noida

Experience a transformative
journey into sustainable
and innovative mobility
solutions at Bharat Mobility
Global Expo 2025

Bharat Mobility Global Expo 2025 Expect the unexpected!



Discover trends, technologies, and opportunities

Bharat Mobility Global Expo 2025 is set to redefine the future of mobility by bringing together leading innovators, policymakers, and industry leaders under one roof. The expo showcases the technologies shaping tomorrow's transportation landscape, from cutting-edge electric and hydrogen-powered vehicles to advanced urban air mobility solutions. With a focus on sustainability, innovation, and collaboration, the event offers a transformative experience for businesses and individuals alike.



SUPPORTED BY

MINISTRY OF
COMMERCE
AND INDUSTRY
Government of India

www.bharat-mobility.com

What makes this event unmissable?

- **World-class exhibitors:** From automobile giants to tech pioneers, the best in the industry will be here.
- **Thought-leading conferences:** Discussions that shape the future of mobility.
- **Interactive innovation zones:** Experience breakthroughs in electrification, recycling, urban air mobility, and more.

AUTOMOBILES

Automobile exhibitor profiles

■ New vehicle technologies in Electric, Hybrid, Hydrogen, CNG/LNG, Ethanol/ Biofuel powertrains, eco-friendly vehicle subsystems, and infrastructure support systems.

■ Innovative recycling solutions, lightweight and eco-friendly materials, latest advancements in recycling technology, and efficient waste processing methods.

■ ADAS, ITS, High-Security Registration Plates, Vehicle Location Tracking Devices, Intelligent Transportation Systems, speed guns, and other monitoring tools.



Some key auto exhibitors

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| <ul style="list-style-type: none">• Ashok Leyland• Ather Energy Electric• Bajaj Auto• BMW India Pvt Ltd• BYD India Pvt Ltd• Cummins India Ltd• Eka Mobility• Greaves Cotton Limited• Hero MotoCorp Ltd• Honda Motorcycle and Scooter India• Hyundai Motor India Ltd• India Yamaha Motor Pvt Ltd• Isuzu Motors India Pvt Ltd• JBM Auto Ltd• Kia India Pvt Ltd• Mahindra & Mahindra Ltd• Maruti Suzuki India Ltd• Mercedes-Benz India Pvt Ltd | <ul style="list-style-type: none">• MG Motor India Pvt Ltd• Ola Electric Electric• Pinnacle Mobility Solutions Pvt Ltd• Skoda Auto Volkswagen India Pvt Ltd• Skoda Auto Volkswagen India Pvt Ltd (Porsche)• SML Isuzu• Suzuki Motorcycle India Pvt• Tata Motors Ltd• TI Clean Mobility Pvt Ltd• Toyota Kirloskar Motor• TVS Motor Company Ltd• VE Commercial Vehicles• Vinfast Auto India Pvt Ltd• The Automotive Research Association of India (ARAI)• Olectra Greentech• Chargezone | <ul style="list-style-type: none">• Omega Seiki Mobility• Desmania Designs Automotive• S&P Global• KR Transfuels• Celex EV• Attero• Blueverse India• GRP• Rosmerta Technologies• Royal Enfield• Bosch• Delphi Technologies• Brakes India• Lucas TVS• ZF India• Shriram Pistons• Wheels India• TATA Autocomp |
|--|--|--|

TYRES

Smart tyres for smart mobility

Tyre manufacturers at the expo will be stepping up with innovations that promote sustainability and efficiency.

WHAT'S NEW?

- EV-specific designs tailored for electric vehicles.
- Smart tyres with embedded sensors for real-time monitoring.
- Sustainable materials, including recycled rubber, for a greener footprint.

KEY EXHIBITORS	
Bridgestone India Pvt Ltd	Mobility Solutions portfolio, Technology showcase, and Bridgestone global associations and partnerships
Ceat Ltd	CEAT's range of tyres in 2-wheelers, Passenger & Utility Vehicles, and commercial and Off-Highway Tyres, along with its latest range specifically built for EV vehicles in Scooters, Cars and Buses.
Goodyear India Ltd	State-of-the-art products in various categories: passenger cars, farm, commercial, aviation, etc. Also, its futuristic and concept range of tyres
MRF Ltd	Commercial and Passenger Two- and Three-Wheeler vehicle tyres with an emphasis on green mobility. Also its motorsports range. An innovative display features MRF's brand ambassadors.
Gujarat Reclaim & Rubber Products Ltd	Reclaim rubber, Engineering plastics, Repurposed polyolefins, Polymer composite, Custom die forms

TECHNOLOGY

Exhibitors with important technologies

E-Lead, Auto Sherpa, KPIT Technologies, Bosch, Denso, and Capegemini will bring cutting-edge tech to the show.

E-Lead Electronics

Showcase: 3D Spatial Vision AR HUD & VPA Virtual Assistant

Ultra-intuitive driving with E-Lead's **3D Spatial Vision AR HUD**. With 3D tech, it seamlessly projects navigational instructions and vital vehicle information directly onto your windshield.

Key features

- Enhanced safety: Clear, in-line sight navigation that minimises distractions.
- Futuristic interaction: Operate navigation, music, and more via the VPA Virtual Assistant using voice and visual interaction—no physical devices required.
- Get hands-on demos and see how these technologies are being scaled to make futuristic driving accessible to all.

AUTOSherpa

Showcase: CRM solutions for the electric and connected vehicles

AUTOSherpa will show cutting-edge CRM platform tailored for EV dealerships and OEMs, enabling them to redefine customer experiences in the age of electric and connected mobility.

Key features

- EV-Specific Lead Management: Tools to educate buyers and drive conversions.
- Connected Vehicle Integration: Real-time data for predictive maintenance and proactive customer service.
- AI-Driven personalization: Targeted sales and service campaigns.
- Sustainability metrics: Track and communicate customers' carbon impact.

URBAN MOBILITY



Key exhibitors

Exhibitor names	Products highlights
Sea Horse Air Ltd	SeaHorse Air Limited is a UK-based joint venture between Flowcopter (UK) and Evdron (Singapore). SAL is developing a 4-passenger craft named 'Seahorse H5' to run a micro-airline-type service that enables people to fly safely through the air while travelling close to the sea's surface in coastal/island regions.
Sarla Aviation	Sarla Aviation is creating India's first electric vertical take-off and landing eVTOL aircraft. They aim to open the third dimension of urban travel, making it accessible to a diverse range of users.
Munich International Airport	■ The airport is integrating AAM into complex hub airports: best practices from Munich Airport and worldwide ■ New opportunities for regional airports through AAM: preparing for electrified flying ■ Future-proofing airport master planning: key considerations for AAM integration

Urban Air Mobility

- Policy Frameworks and Strategic Roadmaps for Urban Air Mobility in India: Government's vision for the future
- Building the UAM Ecosystem: Infrastructure, Regulations, and Public Acceptance
- Innovating, Designing & Manufacturing AAM: Emerging Opportunity for India
- Regulatory Roadmap for UAM: Aligning Industry Goals with DGCA Framework
- Airports of Tomorrow: Pioneering AAM integration
- Urban Air Traffic Management: Communication & Navigation System

PAVILIONS

Sustainable Mobility Pavilion (Electrification zone, Decarbonization zone, and Recycling zone) by SIAM



The Electrification Zone will have electric vehicles, battery technologies, and charging infrastructure advancements. The Decarbonization Zone will focus on cleaner fuel technologies and biofuel and gas adoption, showcasing pathways to reduce carbon emissions. The Recycling Zone will emphasize the importance of sustainable materials, circular economy practices, and vehicle lifecycle management, featuring initiatives to recycle automotive components.



Cycle Pavillion

The Cycle Pavilion will showcase an exciting array of features, including the launch of new bikes and innovative custom models designed to cater to diverse cycling preferences. Interactive displays will provide visitors with hands-on experiences, while dedicated test tracks will allow for real-time demonstrations and rides. The pavilion also aims to engage cycle dealers through wide-reaching promotional efforts, fostering business connections and showcasing advancements in the cycling industry.

Localization Zone by SIAM

The Localization Zone will showcase about 50 high-technology items identified by vehicle manufacturers that need to be localized to enable OEMs to procure them in India. The Zone will also highlight to the government the need to encourage global investments and develop the capacity of India's existing component supply chain.

ATMA ITTAC INROAD Pavilion

The Tyre Pavilion will showcase innovative advancements in tyre technology, emphasising the growing synergy between mobility and sustainability. In the pavilion, the tyre companies will also be showcasing Electric Vehicle Tyres and Smart/ Intelligent Tyres and tyres made of recycled raw materials to promote green mobility and sustainability.

Urban Air Mobility Pavilion (UMIS)

The pavilion will showcase electric battery-powered electric vertical takeoff and landing aircraft for the movement of passengers and cargo over short distances. It will also showcase Urban Air Traffic Management Solutions.

Displays by:

- Sea Horse
- Garuda Aerospace
- Sarla Aviation
- BluJ

A SERIES OF CONFERENCES, SEMINARS AND WORKSHOPS

The Bharat Mobility Global Expo 2025 will host a comprehensive series of conferences, seminars, and workshops covering a wide range of topics crucial to the advancement of the mobility sector. These events will provide a platform for industry leaders, policymakers, researchers, and enthusiasts to engage in discussions on the latest trends, challenges, and opportunities in sustainable, electric, and connected mobility.

Attendees can delve into specific areas such as battery technology, automotive GCCs, and cyber security. The conferences will feature interactive sessions, workshops, and high-level discussions to foster collaboration and knowledge sharing among participants. The diverse range of topics and formats ensures that attendees can tailor their experience to their specific interests and needs.

Here we present you some of the events that are being hosted by Bharat Mobility's partner associations.

SIAM

4th Global Electrification Mobility Summit 2025 (GEMS)

Summit for Automotive Future Advancement in Road Safety (Safar)

3rd International Conference on Sustainable Circularity (ICSC)

Auto Trade Dialogue

3rd International Symposium for Thriving Eco-Energy in Mobility (ISTEM)

EEPC

Cycle Conclave

Seminar on Exports in the Electric Vehicle (EV) sector

CII

Conference on Co- Creating the Future of Mobility (with Partner Associations)

International Conference on Advanced and Short Haul Air Mobility

ATMA

ATMA Partners' Summit – Sustainable Growth and Innovation in Tyre Industry and its Value Chain

Road Safety Ideathon 2.0

IESA

4th Indian Battery Manufacturing & Supply Chain Summit (IBMSCS)

4th India Battery Recycling and Reuse Summit

ACMA

5th Global Conference on Transitioning to Future Mobility - Global Opportunities

Conference on Material Technology

Invest India

State Investment Sessions

NASSCOM

Future-Driven Mobility: Empowering Consumers in a Connected World

The Digital Edge: Powering Excellence in Automotive Manufacturing

Safeguarding Automotive Value Chain in a Digital Era

GCC Automotive Conference

From Garage to Grid: Developing Skills for a Smart Automotive Ecosystem

ICEMA

3rd CE Manufacturing & Supply Chain Summit

Industry-Academia Interaction (Unlocking Opportunities in Construction Equipment Industry)

Sessions with User Departments of CE Industry

PROMOTIONS FOR BHARAT MOBILITY GLOBAL EXPO 2025 IN INDIA

Curtain Raiser



Shri Piyush Goyal, Hon'ble Minister of Commerce & Industry, speaking at the Curtain Raiser

The Curtain Raiser for Bharat Mobility Global Expo 2025 was held on 6 December 2024 in New Delhi. The event was attended by Shri Piyush Goyal, Hon'ble Minister of Commerce & Industry, Shri Jitin Prasada, Hon'ble Minister of State for Commerce & Industry and Shri Suni Barthwal, Commerce Secretary to the Government of India.

At the event, Shri Goyal unveiled the official brochure and the event film for Bharat Mobility Global Expo 2025.

Shri Goyal lauded ministries and industry bodies from the automotive and mobility sectors for their initiative in organising Bharat Mobility Global Expo 2025, the world's second largest mobility show. He further emphasised on the government's commitment to support the sector and encouraged a faster transition to electric vehicles.

The event was attended by officials from the Ministry of Commerce and Industry, supporting ministries and industry associations, automotive sector industry leaders, representatives of foreign embassies and missions, knowledge partners and stakeholders, press and media.

Bharat Mobility Global Expo 2025 to help showcase India story, attract investments and expand international trade – Shri Piyush Goyal, Union Minister of Commerce and Industry

Roadshow in Nepal



The roadshow in Kathmandu set the stage for international engagements

The Bharat Mobility Global Expo is actively engaging with its audience through dynamic promotional events.

On 19 December, a roadshow in Nepal set the stage for international engagement, emphasising cross-border collaboration in mobility solutions. The event successfully engaged key players, businesses and mobility enthusiasts, further solidifying the expo's regional significance.

Press conferences

On 18 and 19 December 2024, press conferences were held in Kolkata and Mumbai, respectively, drawing significant attention from industry leaders, media, and stakeholders. .

EEPC India also set up a special booth for Bharat Mobility at their flagship show, International Engineering Sourcing Show in Chennai.

HOW BHARAT MOBILITY 2025 IS BEING PUBLICISED INTERNATIONALLY

Promotions for Bharat Mobility Global Expo 2025 are in full swing, leveraging high-impact campaigns across major global platforms and events. This concerted effort is aimed at ensuring that the expo garners maximum visibility and engagement among diverse and international audiences

Automechanika Dubai

A strategic multi-channel campaign was executed to promote Bharat Mobility at Automechanika Dubai in December 2024. This included 12 bus shelter ads at key locations across Dubai from December 1-15, 2024, ensuring high visibility among commuters. Additionally, full-page print ads were placed in leading newspapers such as Gulf News, Khaleej Times, Al Bayan, and Al Khaleej on December 10-11, 2024. Digital banner ads were also featured on prominent automotive websites worldwide, including After Market News USA, CarMag South Africa, Automotive Powertrain Technology UK, and others, with durations ranging from one week to 15 days. This comprehensive approach targeted both local and international audiences, maximizing Bharat Mobility's exposure during the event.



Social media promotion

The Bharat Mobility Global Expo is being extensively promoted on social media platforms reaching audiences across domestic and global with maximum engagement and visibility. The posts and campaigns feature a dynamic mix of industry insights, interactive quizzes, polls, and updates, ensuring continuous audience interaction. The posts also highlight key attractions, including concurrent shows, conferences, pavilions and highlights and impact of Bharat Mobility 2024, emphasizing the expo's scale and significance. High-impact content strategies



are driving awareness, with targeted promotions reaching a diverse audience.

AAPEX Las Vegas

An outdoor and airport advertising campaign was done in key high-traffic locations to promote Bharat Mobility during AAPEX 2024 in Las Vegas from 5-7 November. Twelve digital billboards were strategically placed along routes to the airport, the Las Vegas Strip, T-Mobile Arena, Raider's Allegiant Stadium, and the convention venue. Also, 10 digital transit shelters were positioned along the iconic Las Vegas Strip. At Las Vegas Airport, branding was displayed on 2 digital screens in Terminal 1 and 20 screens in Terminal 3.

Concurrent shows at Bharat Mobility Global Expo 2025

Auto Expo - The Motor Show 2025



India International Tyre Show 2025



Bharat Battery Show



Mobility Tech Pavilion



India Cycle Show 2025



Steel Pavilion



Urban Mobility & Infrastructure Show



Bharat Construction Equipment Expo



Auto Expo - The Components Show 2025



Partner organisations



COORDINATING AGENCY



KNOWLEDGE PARTNER



Relive the experience and get ready for 2025.
Explore how Bharat Mobility Global Expo is transforming
India's mobility landscape

For more details, visit us at



www.bharat-mobility.com

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